

## **Idaho RADAR Network Center**

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### **I. EXECUTIVE SUMMARY**

The Idaho Regional Alcohol Drug Awareness Resource (RADAR) Network Center is seeking \$31,100 from the Millennium Income Fund Committee to provide:

- 1) tobacco prevention and tobacco cessation informational pamphlets and printed material for distribution to persons/organizations throughout the state of Idaho
- 2) current tobacco prevention videos/DVDs for loaning to persons/organizations throughout the state
- 3) funding for the purchase of multiple copies of the current printing of *Street Drug: A Drug Identification Guide* for distribution
- 4) support for distribution costs

The RADAR Center serves as a point of distribution for requests from individual Idaho citizens, from non-profit organizations, or from for-profit organizations for substance abuse prevention information. The printed material is distributed at no cost and the only cost associated with borrowing videos is the amount needed for return postage. Data gathered from Center surveys in Fiscal Year (FY) 2006 indicated the occupation of persons from throughout Idaho initiating requests was education professionals (30%); substance abuse prevention and treatment professionals (32%); postsecondary students (18%); community members and agencies (6%); and others (8%) including mental health professionals, law enforcement/judicial officials, and parents/guardians. Services are provided to all of Idaho's 44 counties. In FY 2008, 2085 requests were initiated from 41 counties.

To be able to minimally meet the RADAR Center's mission of serving the state, the Tobacco Prevention Project budget allocation needs to be \$47,680, which includes salaries and benefits for staff, purchasing of printed material and current videos/DVDs, handling costs (postage), and support for facilities and maintenance. For Fiscal Year 2009 the amount received from Idaho Health and Welfare for this purpose was \$16,580. The same amount is expected for FY 2010. The Millennium Income funding of \$31,100 would allow for distribution of an adequate supply of tobacco prevention materials, including availability of current videos/DVDs.

### **II. PROPOSAL**

#### **A. Organizational Background**

##### Organization's History, Mission, Goals

The mission of the Idaho RADAR Network Center is to gather and share continually updated substance abuse information, educational materials, and multiple complimentary copies of printed materials in English and Spanish. Housed on the Boise State University campus since 1991, it was established as part of a national network of centers to provide an information arm for Substance Abuse and Mental Health Services Administration (SAMHSA). The National Center for Alcohol and Drug Information (NCADI), located in Rockville, MD, supplies much of the substance abuse publications, but only a few titles on tobacco prevention and cessation.

The RADAR Center is currently Idaho's only information clearinghouse and resource referral for substance abuse information. It holds the unique position of being a resource to enhance

communication between institutions, agencies, and community members throughout the state. Patrons place orders via the internet, electronic mail, FAX, phone, or in person. The RADAR Center supports those professionals in agencies and organizations who provide the prevention programming and treatment.

In FY 2008 the RADAR Center received 1126 visitors and filled 2085 requests for 143,094 items. The 2083 patrons indicated their plan for utilization of the material in any of the following ways: 587 to update their personal knowledge or professional skills; 361 to develop material (reports, presentations, printed documents, education/treatment plans); 204 for reference or display; 866 to give to an individual or small group; 760 to give or show to someone in a classroom or educational setting; and 200 to give or show to someone in a school or community event.

The RADAR Center's Video Lending Library, a collection of 1820 videos and 924 titles, averages a circulation of 350 videos (the term used to include the collection of videos, DVDs, CD-ROMs and accompanying guides) per month. It provides up-to-date information on substance abuse prevention (tobacco, underage drinking, drug abuse), and school violence prevention (bullying, teasing, taunting, hazing). A listing of 38 subject areas can be found on the RADAR Center's Website at <http://hs.boisestate.edu/RADAR>.

Until FY 2003 Boise State University received funds from a single source—the Department of Health & Welfare Substance Abuse Program—to finance the RADAR Center. The Department of Health and Welfare Tobacco Prevention Program contributed to the funding of the grant so that tobacco prevention informational pamphlets could be distributed by the RADAR Center. The Tobacco Prevention Program purchased the pamphlets (unavailable through the National Center for Alcohol and Drug Information) and delivered them to the RADAR Center for distribution.

In FY 2003 the Health and Welfare Tobacco Prevention Program initiated its own contract with Boise State University to 1) purchase the informational pamphlets and other printed material (posters, bookmarks, stickers) and 2) manage and disburse the material. During FY 2004, when the Video Lending Library was added to the RADAR Center, the Tobacco Collection of 215 videos was included. However, no funding was available for new purchases. In FY 2006, with federal and state budget cuts, the funding dropped to \$15,000. The following table shows the history of the funding and the annual distribution of Tobacco Prevention pieces from the RADAR Center.

<b>Fiscal Year</b>	<b>Budget</b>	<b>Tobacco Pieces Distributed</b>
2003	\$28,000	65,648
2004	\$35,000	65,701
2005	\$35,000	68,205
2006	\$15,000	42,732
2007	\$16,580	26,825
2008	\$16,580	20,341

For FY 2003 through FY 2005 the distribution remained stable. In FY 2006 the number of pieces distributed began to drop. Stock from FY 2005 provided some cushion until spring 2006, when the supply was so depleted that no pamphlets were available for the 900 professionals serving Idaho's youth gathered at the statewide Prevention Conference in April. For FY 2007 limitations were placed on all orders, and tobacco cessation instructors with Quit and Live were asked to reduce their distribution to a bare minimum. These procedures, along with an additional \$1000 (available due to a one-time salary savings measure) for purchase of printed material, allowed for some availability of tobacco prevention pieces throughout FY 2007 and FY 2008. Distribution of the recently purchased videos and printed material with the awarded Millennium Fund for FY 2009 has just begun, so data is not yet available to reflect the additional funding.

### Current Activity and Accomplishments

The Tobacco Prevention collection currently includes 33 titles of purchased and 20 non-purchased titles of printed material, addressing topics on cessation, secondhand smoke, smokeless (spit) tobacco, and tobacco prevention. The material targets young children, pre-teen youth, junior/senior high youth, and adults. The 95 video titles (230 videos) address elementary, secondary, and adult audiences. During FY 2008 20,341 pieces purchased with Tobacco Prevention funds were disbursed. Video loans numbered 256. The 196 patrons who returned video attendance reports showed 9685 viewers, with 8892 being youth and 793 being adults. In the spring of 2007, the first purchases since 2003 to update the video collection occurred. Using an available one-time salary savings measure, seven videos were added at a cost of \$997.75. Beginning in August 2008 new purchases exceeding \$3000 were initiated with the FY 09 Millennium Fund award.

### Staff Members and Supervision

The RADAR Center currently employs three permanent staff, one temporary staff, and four students.

- Georgia Girvan, MHE, director (32 hours/week): Ms. Girvan operates the grant-funded statewide resource by obtaining and managing funds, supervising staff, marketing services, collecting/developing materials and matching resources to patron needs.
- Dottie Blackwell, technical records specialist 2 (40 hours/week): Ms. Blackwell, as video library manager, implements and maintains an audio/visual resources lending service, manages the collection and acquires additions, assists patrons in using the collection and accompanying material, promotes the videos, processes orders for distribution, and maintains effective controls for the return of videos.
- Julie Cook, administrative assist (35 hours/week): Ms. Cook, as resource specialist, manages administrative office functions, which include acquiring, organizing, storing, and archiving material, supervises the processing of orders, and assists patrons in gathering information and resources.
- Bounthavy Boutdy, graphic design specialist (2 hours/week): Ms. Boutdy, as Web manager, maintains the RADAR Center's Website and provides oversight for a student assistant.
- Student employees, who greet and assist patrons, prepare and process orders, collect data, stock shelves, check-in videos, assist with Web maintenance, staff exhibits, and create promotional material: Natalie Griffin (20 hours/week), Tyler Jackson (10 hours/week), Alicia Wenigman (10 hours/week).

The RADAR Center is a product of a partnership between Boise State University and the Idaho Department of Health and Welfare. Since the Video Lending Library was added in 2003 additional state agencies have invested in the venture. The RADAR Center falls under the purview of the newly formed Institute for the Study of Addiction, directed by Dr. Ken Coll. The Institute is a collaborative effort by the College of Health Sciences (Associate Dean Pam Springer) and the College of Education (Dean Diane Boothe). The following contract monitors of supporting agencies provide additional focus and direction for the RADAR Center: Terry Pappin (Health and Welfare Substance Abuse Program), Jack Miller (Health and Welfare Tobacco Prevention Program), Matt McCarter (State Department of Education Safe and Drug-Free Schools Program), and Alan Miller (Idaho Department of Juvenile Corrections). The RADAR Center does not have a formal advisory board.

### Current Budget and Sources of Funding

Current Sources of Funding for the RADAR Center:

- 2009 Idaho Millennium Fund
- Health and Welfare Substance Abuse Program, Division of Behavioral Health
- Health and Welfare Tobacco Prevention Program, Division of Health Promotion
- Idaho Department of Juvenile Corrections (IDJC), Enforcing Underage Drinking Laws Partnership
- State Department of Education Safe and Drug-Free Schools Program (SDE SDFS)

Additionally, Treasure Valley Alcohol/Drug Coalition budgeted \$2000 for the purchase of new videos to be placed in the RADAR Center's Video Lending Library. The Idaho Conference on Alcohol and

Drug Dependency Foundation donated \$1000 to the Boise State University Foundation Development Fund Restricted Account to purchase treatment focused videos.

See the following table for detailed budget information.

**Current Budget (July 1, 2008-June 30, 2009)**

Category	Millennium Fund	H&W Tobacco Prevention	H&W Substance Abuse	IDJC	SDE SDFS	TOTAL
Salary	0	10262	82860	11708	4600	109430
Fringe	0	5090	39107	4062	464	48723
Tobacco Fund Purchases	24400	0	0	0	0	24400
Other	1500	0	11300	3000	8824	24624
Travel		0	1000	278	0	1278
Facilities & Administrative Costs	5200	1228	10741	952	1112	19233
<b>TOTAL</b>	<b>31100</b>	<b>16580</b>	<b>145008</b>	<b>20000</b>	<b>15000</b>	<b>227688</b>

## **B. Purpose of Request: Goals and Outcomes**

### Issues to be Addressed and Resulting Changes

1. **Expand availability of tobacco prevention and cessation material.** With the continued funding from the Millennium Fund, publications can be purchased throughout the year, eliminating the shortage of materials in the spring due to lack of funding. Tobacco prevention material for elementary school-aged children can be purchased and requests for stickers, bookmarks, and posters can be filled. Tobacco cessation materials, provided for tobacco cessation programs in schools and the community, will not be denied. Funding from the Millennium Income Fund would mean that requests would be more adequately filled (short term) and that tobacco prevention information would be more available to youth and adults (long term).
2. **Update the Tobacco Video Collection.** The Tobacco Collection of the Video Lending Library, housed and managed by the State Library, was returned to Health and Welfare in December 2002 as a result of funding cuts. Prior to that date Health and Welfare Tobacco Prevention Program funds were used to purchase the most current videos. Continued funding from the Millennium Income Fund would allow the additional purchase of new videos, increasing the number of videos where the publication date is within the last five years, and would go a long ways to returning the collection to its previous reputation as “state-of-the-art”. This would increase the circulation of the Tobacco Collection (short term) so that more youth and adults will be able to view the educational videos (long term).
3. **Make *Street Drugs: A Drug Identification Guide* Available to Patrons.** From 2005 through 2007 the soft-bound book, published by Publishers Group, LLC, was available to the RADAR Center through the Idaho State Police in frequent quantities of 200. Patrons working with youth found current information and visuals showing drugs available on the streets to be so valuable that the supply quickly dwindled. During the summer of 2007 the RADAR Center was notified that the publications must be purchased at a cost of \$4.75 per publication. Continuing Millennium Income Fund would allow continual purchase of copies both in English and in Spanish of *Street Drugs* (short term) so that adults working with youth could gain familiarity with the illegal drugs presently being used (long term).
4. **Support Distribution Costs.** Postage for mailing orders is a growing expense. Costs in FY 2008 was \$4988. Millennium Income Fund support for this important operational expense is essential in continuing the outreach throughout the state. Data from FY 2000 through FY 2007 show that between 14% (FY2008) and 54% (FY2000) of total items distributed each year were Tobacco Prevention pieces. Over the span of 9 fiscal years the average/year was 28%. A total of

\$1500, with \$1400 (28% of the almost \$5000) plus \$100 to adjust for the 75 cent increase in mailing cost for each video/DVD, is a reasonable figure to request for postage costs.

#### Overall Purpose

Millennium Income Fund money will be used for the purchase of new material. This will allow the RADAR Center to maintain and expand its holdings and capabilities for distributing materials. The ultimate goal, of course, is the prevention of tobacco use. One of the core elements of effective research-based prevention programs, as identified in *Preventing Drug Use Among Children and Adolescents: A Research-Based Guide for Parents, Educators, and Community Leaders* (2<sup>nd</sup> Edition, NIH Publication No. 04-4212B, Oct. 2003), is “content”, which is composed of information, skill development, methods, and services. That “drug information alone has not been found to be effective in deterring drug abuse” is stated. The usefulness of information dissemination is stressed, however, by the statement that “combining information with skills, methods, and services produces more effective results” (pp.21-22). The RADAR Center fulfills that role.

Another goal is related to contributing toward a behavior change for those exposed to or who use tobacco. The readiness continuum for changing behavior begins with knowledge. Educational theory readily accepts that knowledge is an essential first step to change behavior (Girdano, D.; Dusek, D.; and Everly, G. *Controlling Stress and Tension*, 7<sup>th</sup> Edition, Pearson Education, 2005, p. 377). The Stages of Change Model defines pre-contemplation as the first stage, with “information on risks, and the pros and cons of use” as a way a client may become aware of a need to change (*Enhancing Motivation for Change in Substance Abuse Treatment: Quick Guide for Clinicians*, DHHS Publication No. (SMA) 05-4097, 2005, p. 11). *Focus on Prevention*, a guide developed to help a wide range of groups and communities move from concerns about substance abuse to proven and practical solutions, states, “Information on reducing the costs of following a course of action and how to overcome obstacles also is key. New behaviors can be boosted by “cues to action”—for example, when individuals know what to do and how to do it, a prevention strategy can include simple reminders” (U.S. Department of Health and Human Services Publication No. SMA 06-4120, 2005, p 13). The printed and video material provided by the RADAR Center can empower patrons to raise awareness and provide information to their clients/students on tobacco prevention and cessation.

#### **C. Organizational Capacity**

##### Relationship to Strategic Plan and Mission

Distribution of tobacco prevention information is a key component of the RADAR Center’s mission as an information clearinghouse and resource referral for substance abuse problems. Infrastructure to process orders for printed and video material is already in place through Boise State University: housing, utilities, and custodial services; security; technical support; mail and product delivery; storage, including off-site warehouse space; a system for purchasing and account maintenance; professional development; employee and human resource support; supervision; and guidance in grant administration. The Center’s Website ([hs.boisestate.edu/RADAR](http://hs.boisestate.edu/RADAR)) provides descriptions of the videos in the Tobacco Collection, and a listing with visuals (with the permission of the publisher) of the printed collection. Maintenance of the Website is ongoing.

##### Organizational Accomplishments

The RADAR Center, in existence since 1991, is one of the longest standing grant-funded offices on the Boise State University campus. Visitors per year have increased from 663 in FY 2002 (the first year visits were recorded) to over 1000 annually (1126 in FY 2008). Patron requests have doubled from 1065 in FY 2000 to over 2000 (2086 in FY 2008), and video usage has grown from 1067 in FY 2004 to 4286. Referrals for resources via phone and e-mail numbered 1126 in FY 2008. Contact was made with agencies and organizations throughout the state and material was distributed via orders in 41 of the 44 counties. In a 12-month period in FY 2008 an estimated 49,348 youth and 18,637 adults viewed 2789 videos/DVDs from a collection of 1820. Of those borrowing the videos, 82% rated the content above 4.5 and the technical quality above 4.3 (on a scale of 1 to 5).

##### Organization Links and Population Involvement

Links have already been established with other organizations about the business of reducing tobacco

use. The RADAR Center's director meets regularly with the Tobacco Free Idaho Alliance, which provides face-to-face contact with representatives from the health districts and organizations who are developing prevention and cessation programs. *What's New*, an electronic newsletter featuring new tobacco materials, is sent to librarians, Hispanic community leaders, and RADAR Center's patrons, as well as representatives who work in the area of substance abuse in all school districts, community coalitions, prevention programs, health districts, health and welfare offices, college wellness and counseling services, university academic departments, and juvenile corrections. It has an estimated circulation of 2000.

#### Staff Qualifications and Responsibilities

The Center's staff has expertise in marketing and distributing materials, managing a video lending service, and training part-time university student workers and service learning students in processing orders. The director, with a BA in Education and a Master's in Health Education, has directed the RADAR Center for nine years. The video library manager has worked as a librarian for 28 years and has specialized in managing video collections for the past ten years. The resource specialist, a part of the staff for three years, has worked as an administrative assistant in a variety of offices for 16 years. The part-time Web manager has a full-time appointment as a promotion coordinator with the Boise State University Health, Wellness, and Counseling Services.

#### **D. Process**

##### Summary of Work Plan

In July, once funding is confirmed and the sponsored project account is set up by Boise State University, the RADAR Center's resource specialist will begin placing orders for multiple copies of printed material and *Street Drugs*. The video library manager will consult her "Wish List" of new videos, place orders, and enter the new items into the Center's Concourse Book Systems. Purchases in response to patron demands will continue throughout the year.

As the school year begins, the new purchases and additions to the Tobacco Video Collections will be announced to the approximate 140 school districts who have a Safe and Drug Free Schools coordinator. New and "back in stock" items will be publicized on the RADAR Center's Website, at coalition meetings, as features on the RADAR Center's display board at statewide and regional conferences, and in the electronic newsletter. The video library manager, as she advises patrons seeking appropriate videos, will inform them of the new titles.

The following table lists major tasks regularly performed and the staff members performing the tasks. The only outside organizations involved in providing the material are the selected vendors.

<b>Frequency</b>	<b>Task</b>	<b>Performed by</b>
Daily	Print orders that arrive electronically, select requested material, prepare mail orders for shipping, assist walk-in patrons in gathering material, assist patrons placing phone orders, respond to inquiries for resources, provide patron data on order form	Director, Resource Specialist, Video Library Manager, Student Employees
	Check out and check in videos, enter video library collection data, receive and process new publications, stock shelves	Video Library Manager, Student Employees, Resource Specialist All Staff
Weekly	Record/enter data from order forms Contact patrons with overdue videos Purchase material, order free material	Students, Video Lib Mgr Video Lib Mgr., Director Resource Specialist, Staff
	Update the Website	Web Mgr, Student Assistant, with input from Staff

Frequency	Task	Performed By
Monthly	Audit financial statements Develop marketing messages Reconcile purchase card purchases	Director Director, Staff, Students Res Specialist, Director
As Requested	Design and build display boards, select material Pack material, set up and staff exhibit  Prepare reports to funding agencies Showcase material at communities coalitions/events	Director Dir, Video Lib Mgr, Students Director, Students Director, Video Lib Mgr, Students

#### Target Population

An estimated 3500 patrons who use the materials benefit by increasing their personal knowledge and professional skills. Additionally, patron reports during FY 2008 showed that 17% used the material to develop documents, presentations, or education/treatment plans; 10% use the material for reference or display; 42% share the material with an individual or small group; 36% give the material or show the information to someone in a classroom or educational setting; and 10% use the material to give or show someone at a school or community event. (Note: Patron responses do not total 100% because responses were not limited to one category.)

A vital target population is composed of those persons planning programs to reduce alcohol, tobacco, and other drug use. A goal of the RADAR Center is to empower our patrons to educate persons in their communities. During FY 2008 an estimated 80,972 persons received substance abuse information at 181 events where patrons reported using the Center's material. The RADAR Center's staff serviced an additional 69 exhibits/presentations in classrooms, at community gatherings, and at statewide conferences. At the Sun Valley Prevention Conference, attended by professionals throughout the state who regularly work with youth, 14,488 pieces were distributed.

#### **E. Evaluation**

##### Questions to be Answered

Data gathered throughout the first year of Millennium Income funding will determine the effect of additional purchases on the distribution of material. Answers to the following questions are expected:

- 1) Did number of tobacco pieces distributed increase?
- 2) Did usage of tobacco prevention videos increase?
- 3) Did number of reported viewers for tobacco videos increase?
- 4) Of the total number of *Street Drugs* purchased, how many were distributed?

##### Assessment Methods

The present RADAR Center order form tallies the number of Tobacco Prevention Program pieces given to each patron, and that number is entered into an Excel spreadsheet and totaled monthly. A loaning history for each video is kept in an Excel spreadsheet by the Video Library manager. Information is also gathered as to the number of viewers (youth and adults), and an evaluation of content and technical quality of the video. This information allows for a comparison with data from previous years of number of pieces distributed and usage rates of videos. For *Street Drugs* distribution, the total number purchased will be compared with the number remaining at the end of the year.

##### Involvement of Stakeholders

To determine the effectiveness of the use of the Millennium Income Fund expertise will be sought from Jack Miller, contract monitor for the Health and Welfare Tobacco Prevention Program, and Boise State University faculty who specialize in evaluation studies: Dr. Ken Coll (director for the Institute of the Study of Addiction) and Dr. Pam Springer (Associate Dean in the College of Health Sciences). Each patron will continue to be surveyed (via the order form) as to their plan for utilization of the material and the number of recipients expected to receive/view the information.

### Improving Future Outcomes

If usage and distribution increases, plans will be made to seek future funding to:

- 1) Continue to expand the Video Lending Library Tobacco Collection
- 2) Seek funding for tobacco prevention (including cessation) printed material
- 3) Seek funding for outreach activities, including providing visibility for tobacco prevention and cessation information at conferences and events throughout the state
- 4) Seek funding to purchase updated, high demand publications, such as *Street Drugs*

### **F. Sustainability**

The agreement with the Idaho Department of Health and Welfare Tobacco Prevention Program is that with the Millennium Income Fund being used for printed material, postage, and purchase of videos, the contracted annual funding can be dedicated toward costs of employee salaries and benefits. Since the RADAR Center is 100% grant funded, this kind of personnel support is a key factor in the continued operation of the Center.

The Institute for the Study of Addiction, approved by the State Board of Education in 2007 as a joint endeavor of the Colleges of Education and Health Sciences, has as one of its missions to expand information dissemination to meet growing needs in the Treasure Valley, state, and region. The RADAR Center as a part of this Institute, plays a key role in information dissemination, including resource referral. The Institute is expected to provide multiple avenues for sustainability through funded research and trainings.

Charging a fee for patron video use and publications has been explored, but due to parameters set by the Department of Health and Welfare, this is not allowed.

Other future resources include Boise State University's plan to provide a presence for the Institute for the Study of Addiction by making space available that would more than double the area presently occupied by the RADAR Center.

## **III. BUDGET**

### Budget Narrative

The \$31,100 that the RADAR Center is requesting from the Idaho Millennium Income Fund Committee will allow for the purchase of current tobacco prevention and cessation printed material (\$15,500), purchase of current videos/DVDs (\$4,000), and purchase of the drug identification guides (\$4900) totaling \$24,400 for educational supplies. This, along with funding for distribution/postage costs (\$1500) and facilities and administrative costs figured at the federally approved 20% rate for State of Idaho agencies (\$5200), will enable the RADAR Center to honor hundreds of requests for up-to-date information. The Idaho Department of Health and Welfare Tobacco Prevention Program, contracting with Boise State University, is expected to provide additional funds toward salaries, benefits, and facilities and administrative costs.



**Project Budget FY 2010**

	<b>Millennium Fund</b>	
<b>Personnel Costs</b>		
Salaries	0	
Benefits	0	
<b>Total Personnel Costs</b>	<b>0</b>	
<b>Operating Expenditures</b>		
1. Educational Supplies	\$24,400	
2. Postal and Mail Services	1,500	
3. Facilities and Administrative Costs	5,200	
<b>Total Operating Expenditures</b>	<b>\$31,100</b>	
<b>Capital Outlay</b>		
<b>Total Capital Outlay</b>	<b>0</b>	
<b>Trustee Benefit Payments</b>		
<b>Total T/B Payments</b>		
<b>TOTAL BUDGET</b>	<b>\$31,100</b>	
<b>% TOTAL</b>	<b>100%</b>	